

# ARTSFUND CONTACT INFO

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**ARTSFUND ASSOCIATES**  
**KICKOFF**

The **ArtsFund Associates** program is a corps of passionate volunteers who come together to advocate for Puget Sound arts.

Each year, over 100 individuals form teams dedicated to generating support for the arts and cultural organizations that make our community thrive, while developing transferable skills, expanding their networks across sectors, and of course, having fun!

## 2016-17 Captains, Board & Community Members

Judy Yu  
Seattle Univeristy  
ArtsFund Associates Board Chair

### ArtsFund Associates Board Members & Captains

Robert Cardona  
Seattle Uptown Alliance

Hulya Kayir  
Sellen Construction

Lucy Casiano

Kayti Knudsen  
Keller Rhorback

MaryAnne Chandler  
Wells Fargo

Ali Maki  
Skagit Law Group

Christina Dabbagh  
Taragon

Blanche Maxwell  
Entrepreneur

Lillian Davis  
Private Family

Tiffany Moss  
MG2

Carrie Debacker  
Chinook Book

Judith Rinehart  
Winston Wächter Fine Art

Scotland Glenn  
Kantor Taylor Nelson  
Evatt & Decina PC

Suzanne Suneson  
Microfocus

Andre Gougisha  
Knobbe Martens  
Olson & Bear, LLP

Adrienne Woods  
AGC Education Foundation

Curtis Jefferson  
University of Washington

Amy Zarlengo  
Museum of  
History & Industry

### ArtsFund Associates Captains & Team Support Task Force

Suzanne Suneson  
Microfocus

MaryAnne Chandler  
Wells Fargo

Blanche Maxwell

## NEXT STEPS

Thank you for being part of the ArtsFund Associates Program!

Associates are the eyes, ears and voices of ArtsFund, telling our story, connecting a broad community to the ArtsFund mission. At this time, we need to begin the process that leads to determination of your Campaign 2017 corporate and individual prospects. Please follow the directions below.

### 2 PART PROCESS TO BE COMPLETED BY DECEMBER 29, 2016

1. Submitting new individual and corporate prospects: Please identify new businesses or individuals you think might be interested in learning about ArtsFund and submit them via the online prospect form. The link to the online prospect form will be emailed to you immediately following the Kickoff. Please submit these prospects no later than Thursday, December 29, 2016.
2. Opt-In to potentially take on ArtsFund corporate donors: Also emailed out to you directly following Kickoff is a form for you to indicate any existing or potential relationships you may have with our corporate donors. Review the list and rank any prospects you have a relationship with on a 1 to 5 scale. "1" ranking indicates you have little connection to the individual and/or the company; they may recognize your name or your company's. "5" ranking indicates you know the prospect very well. Leave blank those with whom you have no connection. When completed, please submit to no later than Thursday, December 29, 2016.

We will review your prospect suggestions and ranking forms to determine the best list for you and to ensure there are no duplicates amongst Associates. You will receive your final list of assignments at the January training. New Associates are typically assigned anywhere between 5 and 10 prospects depending on the number submitted. You can always add more throughout the campaign.

## 16-17 CAMPAIGN CALENDAR

### NOVEMBER

- Tuesday 11/15 | ArtsFund Associates Kickoff at The Vera Project

### DECEMBER

- Thursday 12/1 | ArtsFund Associates Veteran's Social at Seattle Rep\*\*\*
- \_\_\_\_\_ | Team Meeting #1

### JANUARY

- Thursday 1/12 | ArtsFund Associates Campaign Training at Stoel Rives
- OR
- Tuesday 1/17 | ArtsFund Associates Campaign Training at Perkins Coie
- Friday 1/27 | ArtsFund Associates Pop-up: *Schubert Untuxed* at Seattle Symphony

### FEBRUARY

- \_\_\_\_\_ | Team Meeting #2
- Tuesday 2/28 | ArtsFund Associates Pop-up: *Jim Woodring & Archipenko* at the Frye Art Museum

### MARCH

- \_\_\_\_\_ | Team Meeting #3
- Wednesday 3/22 | All Teams Meeting & ArtsFund Board of Trustees Mixer at Seattle Opera

### APRIL

- \_\_\_\_\_ | Team Meeting #4
- Tuesday 4/25 | *The Secret Garden* at the 5th Avenue Theatre

### MAY

- Thursday 5/4 | ArtsFund Annual Celebration of the Arts Luncheon
- \_\_\_\_\_ | Team Meeting #5 (Optional)
- Sunday 5/21 | Prospect Reporting Due
- Wednesday 5/31 | ArtsFund Campaign Wraps

\*\*\*Associates who participated last year are invited to this annual social

# PROGRAM OVERVIEW

Our Commitment: ArtsFund continues to work in providing you leadership, support, tools, opportunities and training necessary to make this experience a valuable use of your **time, energy, and passion.**

**THANK YOU** for your commitment to raising support for the arts through the ArtsFund Associates Program.

## WHAT DOES IT MEAN TO BE AN ASSOCIATE?

1. The Puget Sound region's world class arts and cultural sector is a testament to a long local history of corporate responsibility, individual benefactors and civic engagement. The Associates Program affords participants a meaningful opportunity to be part of this legacy that's over 25 years in the making.
2. An Associate's ultimate aim is to help ArtsFund build relationships based on the foundation of supporting our local arts community.
3. Associates are ArtsFund's most visible presence in the community and the number one source of new prospects and donors. During Campaign 2017, Associates will work to raise over \$400,000 of ArtsFund's overall fundraising goal of \$2.9 million.
4. Ticket sales provide roughly 50% of an arts organization's budget. Associates are committed to helping ArtsFund provide the general operating support needed to fulfill arts organization's most basic needs to sustain day to day operations, undertake artistic risk without jeopardizing financial stability, and increasing arts access.

## WHAT IS EXPECTED OF AN ASSOCIATE?

1. A commitment of 6-9 hours per month from November through May where Associates are encouraged to partake in events, trainings and team functions. Majority of these take place on weekdays lasting between 2-5 hours each time.
2. Willingness to develop meaningful relationships to assist ArtsFund in fundraising efforts. This does involve soliciting contributions from businesses and/or individuals.
3. A passion for learning and experiencing art in the Puget Sound region to see first hand how they enrich our community.

# CULTIVATING YOUR PROSPECTS

(This process will be explained in detail at the January trainings.)

## IDENTIFY YOUR PROSPECTS

Your prospect list starts with the people in your life who love the arts or who care about the quality of life in the Puget Sound area. Your family, your friends, your coworkers, your neighbors. Think outside the box. Your dentist? Your hairdresser? Your kids' piano teacher? Anyone you engage with in your personal and professional life is a potential prospect.

## TAKE OWNERSHIP OF YOUR PROSPECT LIST

Together with your personal prospects, you may be assigned prospects from among businesses ArtsFund has identified as ongoing, lapsed, and potential donors, and these become your prospect list. Look at each of your prospects as an opportunity to have an impact.

## ENGAGE WITH EACH OF YOUR PROSPECTS

Send them an ArtsFund brochure or email them a link to the ArtsFund website. Call them and share your story about how the arts matter and how ArtsFund makes a difference in our community. Invite them to an Associates Arts event or ArtsFund event. Follow up with them after they attend an event or make a gift with a thank you note or call.

## MAKE THE "ASK"

Contact each of your prospects and ask them to help ArtsFund reach its mission. Ask them to contribute at whatever level is appropriate for them.

## SHOW THEM LOVE AND GIVE THANKS

Once they make a donation, thank them for their support!!

## REPORT BACK TO ARTSFUND

The Associates Program has a simple online form you can fill out to report on your prospects. Did they contribute? Do they still plan to contribute? Would they like to be asked again next year? Were you unable to make contact with your prospect? Whatever the result, submit a report for each of your prospects.

# INTRO TO PROSPECTS

## WHAT IS A PROSPECT?

Prospects are “potential” donors and the foundation of any fundraising campaign’s success. There are several things to keep in mind when developing a strong pool of prospects. An appreciation for the arts, a capacity to give, and a personal relationship you have and can develop with them as an Associate are all critical factors.

## HOW SHOULD I DEVELOP MY PROSPECT LIST?

- Individual giving is the fastest growing area of fundraising, so think about who you know. Do you have friends or family members who are interested in the arts? Try looking through your address book, or Facebook friends list as a place to start.
- Does your company donate to ArtsFund? What about vendors that you work with regularly? What local businesses do you frequent? LinkedIn can be a great place to find out who you know at different companies.

## TIPS TO KNOW

- Avoid identifying subsidiaries of larger companies that already contribute to ArtsFund or branches of large donor organizations. A list of ArtsFund donors can be found on the “Support” section of the ArtsFund website.
- Keep your company’s ethical code of conduct in mind when considering suggesting key clients or suppliers.
- Unless you have a personal relationship with a local decision maker, do not submit names of national companies such as Walmart, Target, Toys R Us, etc.
- Talk about ArtsFund with friends and family. Networking is key and spreading information about ArtsFund and our mission may help steer you in the direction of finding really great opportunities. A friend-of-a-friend or a distant relative may end up becoming a donor.

## WHAT IF I CAN’T THINK OF ANY PROSPECTS?

Reach out to your team captain or an ArtsFund Staff member for tailored advice. If you are still unable to come up with a list, ArtsFund will assign you a few prospects from our database to reach out to. But remember, attempting to find your own prospects is an important first step for all Associates. Contacting an individual or company that you have a connection with in some way greatly increases the likelihood of a donation and it makes your job easier!

# A COMMITMENT

Believing in the importance of art and philanthropy, and having a commitment to fundraising and advocating on behalf of ArtsFund is necessary for success in the program.

AS PART OF YOUR RESPONSIBILITIES AS AN ASSOCIATE, YOU WILL BE EXPECTED TO:

1. **Attempt to develop and engage your prospects.** On average only 1 in 3 identified prospects result in a contribution during a campaign cycle. Therefore, best practices encourage us to build relationships with multiple prospects in order to cultivate a donor. Building relationships is not a transaction! It takes time and intentional action.
2. **Be present!** Show up and show out to the best of your ability at ArtsFund Associate events, meetings and trainings.
3. Become an ArtsFund donor, it will not only help you in your fundraising but the collective impact of our Associates goes a long way. We don’t suggest a minimum giving amount, only that you **make a financial contribution that is meaningful to you.**

We hold our Associates to a high standard and accountability is critical. Please be aware that captains and ArtsFund staff may check in with you on the above expectations to maintain the integrity of the program.

IN TURN, YOUR CAPTAIN WILL BE RESPONSIBLE TO YOU IN SEVERAL WAYS:

1. **Providing regular communications** with updates to keep you informed! Additionally, this communication will be offered in a timely manner.
2. **Captains will offer support** by answering questions, providing guidance, and assisting you in fulfilling your responsibilities as an Associate.

Similar to our Associates, we hold our captains to a high standard. Any questions or concerns can always be directed to the ArtsFund staff.

## FAQ - How we operate:

### WHY DO ARTS GROUPS NEED MONEY - AREN'T TICKET SALES ENOUGH?

No, ticket sales alone are not enough. Even the most successful nonprofit arts groups nationwide earn 40 to 60% of their total operating budgets from ticket sales. Arts organizations are determined to keep prices reasonable while also providing free or subsidized tickets, ensuring their art is accessible to many. Looking at their mission's, arts organizations work to inspire, lift up and reflect humanity. Additionally, they extend their work into dynamic services such as arts education and various forms of community outreach.

### WHY GIVE TO ARTSFUND RATHER THAN GIVING DIRECTLY TO AN ARTS ORG?

ArtsFund is committed to supporting the arts organizations in our area that have the greatest community impact, are financially sound, and produce world class art. We heavily vet organizations both small and large to offer steady financial assistance, leadership and advocacy support. Our donors have placed trust in our ability to best allocate funds to organizations that they potentially have never encountered but can rest assured that we are strengthening the community with our **holistic and inclusive approach**.

### WASN'T ARTSFUND KNOWN AS SOMETHING ELSE BEFORE?

Yes, ArtsFund's original name was the *United Arts Council of Puget Sound* then it was changed to *Corporate Council for the Arts* before officially becoming *ArtsFund*.

### HOW DOES ARTSFUND DETERMINE WHICH ART GROUPS RECEIVE GRANTS AND HOW MUCH THEY ARE FOR?

ArtsFund's thorough grant-making process involves professional grant makers from our largest corporate donors (Boeing, Microsoft, Safeco Insurance, etc.) and several private philanthropists. Separate committees review comprehensive applications and conduct interviews in King and Pierce Counties. Groups typically send three representatives to be interviewed, usually the Board President or Chairman, the Managing and/or Artistic Director, the CFO or Board Treasurer or a senior member of the development staff. Discussions cover artistic aspirations and accomplishments as well as the practical aspects of the business operation. We offer transparency to this process for our invested Associates! Spring opportunities will be available to observe interviews and for a behind the scenes look at the grantmaking process.

## ASSOCIATE BENEFITS

### BOARD LEADERSHIP TRAINING (BLT):

All Associates who have completed one full campaign are eligible to participate in BLT. This is offered at no cost to Associates and participants have the opportunity to then intern on the board of a nonprofit arts group. Nothing helps a nonprofit organization succeed like a well-trained and effective board of directors. The training includes insightful discussions with the region's top experts in nonprofit leadership and select readings on related topics. By the end of this five-session program, participants understand what it takes to make their service on a nonprofit board both effective and rewarding.

### ARTSFUND ASSOCIATE ALL STARS:

For over 15 years, our most engaged volunteers have been treated to an event such as the Owner's Suite at the Mariners. At this time, ArtsFund hopes to offer this benefit or a perk of similar value to show appreciation for those who go above and beyond! To qualify this benefit, which will be announced at a later date, Associates must qualify for the following, then space will be made for those on a first come, first served basis:

- Attend a total of at least five scheduled arts events, team meetings or designated events (including the All Teams Meeting & Luncheon)
- Make a meaningful personal donation and raise at least one additional gift
- Return your completed prospect report forms by **Sunday, May 21, 2017**

# ASSOCIATE BENEFITS

Associates work hard and we like to recognize their contributions throughout the campaign. Along with visibility in our publications as a program participants and behind-the-scenes access to a number of arts organizations, we have the best volunteer benefits and perks around. We appreciate you and want to know how regarded you are by ArtsFund staff, Board of Trustees and the community.

## CAMPAIGN 2017 INDIVIDUAL & TEAM PRIZES:

- Each month during the campaign we recognize and award prizes to 10-12 individuals based on fundraising, advocacy and personal development successes. Examples of past prizes include passes to arts organizations or Starbucks gift cards.
- At the end of the Campaign, our top points earner name will be permanently added to the Charlotte Lin Volunteer Award in the ArtsFund lobby. This individual also wins an excellent vacation.
- Individual recognition at the end of the campaign is presented to outstanding Associates. Restaurant and Hotel gift certificates are an example of the prizes given out to further show our appreciation!
- The team with the most points at the end of the Campaign is invited to attend a celebratory dinner at the home of an ArtsFund Board member.

## NEW! CELEBRATION OF THE ARTS LUNCHEON:

- Associates who offer to take on a volunteer shift at the Celebration of the Arts Luncheon will receive complimentary admittance to ArtsFund's largest public event of the year. Space is limited and further instruction will be made available to take advantage of this opportunity.

# FAQ - *How this campaign works:*

## **WHEN DOES ARTSFUND'S CAMPAIGN BEGIN AND END?**

ArtsFund's annual fund campaign takes place on an annual basis from June 1 - May 31. The Associates fundraising campaign will officially begin in late January and will wrap with the end of our annual campaign on May 31.

## **DOES ARTSFUND ACCEPT IN-KIND GIFTS?**

Yes! ArtsFund is very good at making the most of in-kind donations. Almost all our printed pieces are designed and printed pro bono and in-kind donors help us with things like office supplies or the production and hosting of our web page. How in-kind gifts are used depends on what they are. If one of your prospects is interested in making an in-kind gift, please ask a staff member to find out if it's something we can use before accepting the gift.

## **DOES ARTSFUND ACCEPT PLEDGES AND ALLOW THE DONOR TO PAY LATER?**

Yes! ArtsFund can book a pledge based on a pledge form or written communication, like an email. The donor can pay it any time in calendar year 2017, though preferably by May 31st, 2017.

## **WHAT AREAS OF THE PUGET SOUND DO WE FUND?**

ArtsFund grants funds to both King and Pierce County arts organizations. Donors can designate all or part of their gifts to either or both.

## **WHAT IS ARTSFUND'S OVERHEAD?**

While ArtsFund spends the majority of money raised by making grants to arts organizations as well as providing program services, it also spends part of the funds raised on administrative and fundraising staff. For fiscal year 2013, 78.6% of funds raised went to grants and programs (79% in fiscal 2012). Fundraising Efficiency score on Charity Navigator was \$.10 compared to \$.11 in prior year.

## **HOW MUCH MONEY DOES ARTSFUND GIVE AWAY?**

Last year we allocated over \$2.4 million in grants from all of our income sources.

## ARTSFUND ASSOCIATES POP-UPS

ArtsFund hosts events just for our Associates and their prospects! We invite you to join us for the following as an opportunity to:

- Get to know us and each other
- Experience world class art FOR FREE
- Receive an exclusive pre-show reception
- Leverage these opportunities to help with fundraising

### Seattle Symphony

*Schubert Untuxed*

Friday, January 27, 2017

Mendelssohn transports you to the craggy coastlines of Scotland's Hebrides Islands with music so evocative you can taste the salt in the air. The Fifth Symphony of Schubert, a songwriter extraordinaire, floats effortlessly on endless currents of melody. This shorter, no-intermission Untuxed concert presents a low-stress way to begin your weekend.

### Frye Art Museum

*Jim Woodring: The Pig Went Down to the Harbor at Sunrise and Wept & Achipenko: A Modern Legacy*  
Tuesday, February 28, 2017

Woodring: A solo exhibition by the distinguished Seattle artist best known for his dream-based comics and graphic novels, Woodring presents a series of ink drawings commissioned by the Museum, created using an oversized fountain pen of his own invention.

Archipenko: A major retrospective on the life and work of Alexander Archipenko (1887-1964), a leading figure in the historic European avant-garde, who reinvigorated sculpture with dynamic creativity at the beginning of the twentieth century.

### 5th Avenue Theatre

The Secret Garden

Tuesday, April 25, 2017

Based on the novel by Frances Hodgson Burnett & a Co-Production with D.C.'s Shakespeare Theatre Company: Welcome to the hauntingly beautiful world of The Secret Garden, where hope is found blooming in the discovery of a magical garden long locked-away. The Secret Garden follows recently orphaned ten-year-old Mary Lennox, who is sent to live with her reclusive uncle in a crumbling mansion on the Yorkshire moors. With book and lyrics by Pulitzer Prize-winner Marsha Norman and music by Lucy Simon, this captivating show will mesmerize audiences of all ages and transport you to a world where beauty and love blossom, and a forgotten seed of life can still flourish.

## ASSOCIATE POINTS

*Earn points for your team to engage in some friendly competition!*

### CAMPAIGN PREP

#### PROSPECTING

- Turn in your ranking sheets by  
**Friday, December 29, 2016** 500 points
- Turn in your prospect forms by  
**Friday, December 29, 2016** 500 points

#### RECRUITMENT

- Recruited a new ArtsFund Associate 1,000 points

### CAMPAIGN 2017

#### ATTENDING MEETINGS & INFO SESSIONS

- Kickoff (1) 1,500 points
- Training (1) 2,000 points
- Team Meetings (4-5) 1,000 points

#### BONUS! SOCIAL MEDIA: Promoting ArtsFund

- Tag ArtsFund on Facebook, Instagram or Twitter once a month (Jan-May) for extra points! 200 points

#### FUNDRAISING (Includes in-kind gifts)

- Renewed dollars from last year's donors 1 point for each \$
- New gifts, increases over last year, and return from lapsed donors 5 points for each new \$

#### WPG CAMPAIGNS

- **Ongoing** Workplace Giving Campaigns:
  - o 1 point for every renewed dollar raised (5,000 points max per Associate)
  - o BONUS: 1 point for every new dollar raised / # of Associates who participate in helping to coordinate campaign
- **New** Workplace Giving Campaigns:
  - o 1 point for every new dollar raised (5,000 points max per Associate)

### CAMPAIGN WRAP UP

- Complete Contact Report Forms by  
Sunday, May 21, 2016 5,000 points